



**Winter 2020**

## From the License Division Desk

Welcome to the winter 2020 edition of our quarterly newsletter! In celebration of a new year, I'd like to take a moment to reflect on last year's accomplishments. In 2019, the License Division:

- Processed nearly 17,000 applications
- Helped nearly 12,000 customers in-person at City Hall
- Issued over 750 municipal IDs (bringing the grand total to over 7,000)
- Published 6 new "Clerk Notes" videos
- Held 4 Pivot workshops attended by 60 Milwaukee entrepreneurs.

As we look forward, I want to again remind our readers that the [2020 Democratic National Convention](#) will be held in Milwaukee from July 13 to July 16. Anyone considering applying for a license before the Convention should do so as soon as possible! We expect a high volume of applications and cannot guarantee that applications filed at the last minute will be processed in time for the Convention.

This is especially true for food-related businesses, as these licenses require inspections prior to license issuance.

Enjoy the newsletter!

Jessica Celella  
License Division Manager

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**Briefs** *New and important information you need to know.*

### City Code Changes

- [File #190897](#), [#190898](#), [#190899](#), and [#190900](#): Resolutions establishing various charges relating to the 2020 Budget (Sewerage, Snow & Ice, Solid Waste, and Storm Water).
- [File # 190942](#): Prohibits food establishments and alcohol beverage establishments from providing single-use, plastic beverage straws to customers. Single-use means a product that is designed and intended to be used only once and is generally recognized by the public as an item that is to be discarded after one use.

### Federal Law Changes

- [Federal Food, Drug, and Cosmetic Act](#): Raises the federal minimum age of sale of tobacco products from 18 to 21 years. It is now illegal for a retailer to sell any tobacco product – including cigarettes, cigars and e-cigarettes – to anyone under 21.

## Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 50 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at [milwaukee.gov/license](http://milwaukee.gov/license).

### Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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## Recent Disciplinary Actions

License suspensions and revocations

- **Don Pedro's**: 1979 S. 15th St. [File #191190](#): Non-Renewal (Class B Tavern, Food Dealer, and Public Entertainment Licenses)
- **Haji's Red Hot**: 2100 W. Hopkins St. [File #190921](#): Non-renewal (Extended Hours and Food Dealer Licenses)
- **Jay's Uptown Café**: 5007-09 W. Center St. [File #191067](#): 10-Day Suspension (Class B Tavern, Food Dealer, and Public Entertainment Licenses)
- **On My Way Home**: 2079 S. 8th St. [File #190950](#): 15-Day Suspension (Class B Tavern and Public Entertainment Licenses)
- **T Jay's Lounge**: 2911 W. North Ave. [File #190921](#): 15-Day Suspension (Class B Tavern and Public Entertainment Licenses)
- **V K Quick Mart**: 1254 N. 35th St. [File #191067](#): Non-renewal (Extended Hours, Food Dealer, Filling Station, and Weights and Measures Licenses)







## Directory

### City Clerk's Office License Division

City Hall Room 105  
200 E. Wells Street  
Milwaukee, WI 53202

Phone: (414) 286-2238  
Email: [license@milwaukee.gov](mailto:license@milwaukee.gov)

### Common Council

(414) 286-2221

### Licensing Committee

- Ald. Nic Kovac (Chair)
- Ald. Milele A. Coggs (Vice Chair)
- Ald. Chantia Lewis
- Ald. Nikiya Dodd
- Ald. Scott P. Spiker

### MPD License Investigation Unit

(414) 935-7430

### Department of Neighborhood Services

(414) 286-2268

### Health Department

(414) 286-3674

### Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

**Dear Andy** *Letters to the License Division desk.*



**Q** Dear Andy,  
*I started a band after graduating high school, and want to play a few live shows. I'd like to see if a smaller venue in Milwaukee would host me, but heard that some laws recently changed. What can you tell me?*

**Sincerely,  
Sax and Violins**

**A** Sax and Violins,  
You are correct; the Common Council recently made a noteworthy change to the law concerning all-age shows. Back before the change, patrons under 21 were not permitted in smaller venues if alcohol was sold, whereas larger venues licensed as a Center for Visual and Performing Arts were able to sell alcohol at all-age shows.

In October of last year, the law was changed to permit smaller venues to apply for a Center for Visual and Performing Arts license, allowing concert-goers under the age of 21 to attend concerts at these venues even if alcohol is served. The new law also states that underage patrons cannot enter the premises earlier than one hour before the scheduled performance, and must leave no later than one half-hour after. And of course, persons under 21 still cannot purchase alcohol. Good luck!

**Sincerely,  
Andy**



**Q** Dear Andy,  
*I own a small novelty store and would like to have a sidewalk sale. I am already licensed as a Secondhand Dealer. Do I need any additional licenses?*

**Sincerely,  
Sew and Tell**

**A** Sew and Tell,  
Great question! Anyone wishing to sell items on the public way (direct sellers), from any location temporarily (transient merchants), or door-to-door (solicitors) usually must obtain a Mobile Seller's license. However, because you are already a permanent merchant in Milwaukee, you do not need an additional license from our office to hold a sidewalk sale, provided you are only selling items from your store. You may, however, need a [DPW Special Event Permit](#).

There are a number of additional exemptions to a Mobile Seller's license and, of course, some important regulations, so be sure to check out [Chapter 92 of the Milwaukee Code](#). The Common Council recently updated this chapter, so even if you have read it in the past, it would be prudent to give it a second look.

**Sincerely,  
Andy**